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June 3, 2014

Chairman Tory Rocca  
Senate Regulatory Reform Committee  
Michigan State Capitol  
205 Farnum Building  
Lansing, MI 48909-7536

**Re: Support for HB 4688 / Repeal of Dietitians and Nutritionists Licensing Law**

Dear Chairman Rocca:

On behalf of Amway Corporation, I wish to express our support for HB 4688, a bill proposing to repeal the current licensing law dealing with nutritionists and dietitians.

By way of background, Amway Corporation is a direct sales company based in Ada, Michigan. We were founded by Rich DeVos and Jay Van Andel in 1959, and have now grown to an \$11.4 billion business worldwide. In Michigan, we employ over 4,000 people at our Ada plant, and have over 3 million independent distributors around the world. We do business in 100 countries and territories, enabling folks to begin businesses of their own with minimal investment. These businesses typically begin as the smallest of small businesses, enabling Michigan citizens – right here in the Mitten State – to earn money to supplement family incomes.

Certainly, when laws or regulations create situations that amount to a virtual monopoly in the marketplace, and stifle competition, we become concerned. The existing situation in Michigan poses such a threat.

Amway independent business owners (IBOs) can sell a variety of Amway products but one of our most successful lines is the Nutrilite line of products. Nutrilite is the world's number one selling vitamin and dietary supplement brand. To give context, some 15 billion vitamin and mineral tablets and soft gels are produced by Amway each year for sale around the world.

Our exclusive NutriCert program ensures that best practices in sustainability and organic agriculture deliver high quality standards of ingredient farming. All plant concentrates grown on Amway farms, NutriCert farms, or purchased from other farms must meet strict quality standards for purity, safety and efficacy.

Existing law sets up a licensing regiment for dietitians and nutritionists. We have no objection to that. However, we do have an objection with the fact that the law goes well past the issue of "titling" and governs what marketers and sellers of "food, food materials or dietary supplements" can say about those products. While the law does contain an exclusion for persons providing nutrition information and explanations about the foods or products they market and distribute, the providing of any nutrition advice is prohibited.

This is a wall that is simply unacceptable, particularly at a time when those who market and sell nutrition products need to be able to match up the needs of the buyer with the right product.

We're at a time in this nation when we need more information, not less – and those who are looking to take better care of their health shouldn't have to pay a registered dietitian or nutritionist to get it. This is simply unacceptable.

**As such, we favor a repeal of the existing law dealing with dietitians and nutritionists – state consumer protection law is sufficient to handle any challenges that may arise concerning the Michigan consumer.**

Thank you for your kind attention to this important issue.

Sincerely,

*Dirk Bloemendaal /xd*

Dirk Bloemendaal, Managing Counsel  
Government Affairs

cc: Members of the Senate Regulatory Reform Committee  
Representative Ed McBroom  
Bill Hallan, Michigan Retailers Association  
Adrian Cazal, Muchmore, Harrington, Smalley & Associates